

## ARTICLE 13

### SIGNS

#### 13.1 Purpose and Intent

The purpose of this article is to regulate the size, location, height, construction and appearance of all exterior signs; to protect the public health, safety, convenience and general welfare; to facilitate the creation of a convenient, attractive and harmonious community; to protect property values; and to further the objectives of the Comprehensive Plan. To these ends, these regulations are intended to promote signs that are: A) Compatible with the landscape/streetscape and architecture of surrounding buildings, including historic sites and structures; B) Legible and appropriate to the activity to which they pertain; C) Not distracting to motorists; and D) Constructed and maintained in a structurally sound and attractive condition.

#### 13.2 Applicability

Signs constitute a separate and distinct use of the land upon which they are placed and affect the use of adjacent streets, sidewalks and property. These regulations shall apply to all signs erected within the Town of Round Hill.

#### 13.3 Signs – Permits

No permanent sign shall be erected or altered unless a sign permit has been issued by the Zoning Administrator. No sign permit shall be issued unless the proposed sign conforms with the requirements of this Ordinance. No permit shall be required for the routine repairing and maintenance of a sign. Signs erected in violation of this Ordinance must be removed by their owner within ten (10) days after notification by the Zoning Administrator. Application for permits shall be submitted on forms provided by the Zoning Administrator. Each application shall be accompanied by scaled plans showing the area of the sign; the size of letters, and designs proposed; method of illumination, if any; and the exact location for the proposed sign.

#### 13.4 Signs Expressly Prohibited

The following signs are expressly prohibited:

- A. Violates Virginia Law. Signs which violate any provision of the laws of Virginia.
- B. Off-premise Signs. Signs located anywhere other than on the property or structure to which they direct attention or to which they are appurtenant.  
Exceptions:
  - 1. any sign erected or maintained by or under the supervision of the Town of Round Hill or other governmental authority or the Virginia Department of Transportation, and
  - 2. any other sign which is specifically provided for in this Article.

- C. Intrusive Illuminated Signs. Which outline any building or accessory structure, or part thereof with neon or other lights, or which reflect or cast glare, directly or indirectly, on any adjacent property or public roadway. In addition, any illuminated sign which casts a glare, directly or indirectly, on any public roadway or adjacent property.
- D. On Trees, Fences or Public Utility Poles. Any sign fastened, painted, or attached to, in or upon any tree, fence, public utility pole, rock, lamp post, hydrant, bridge, highway marker or another sign. Exception: when such sign is required by law.
- E. Moving, Flashing or Rotating Signs including any sign which contains, includes or is illuminated by any flashing, intermittent, or moving light, including those giving public service information such as time, date, temperature, weather or similar information. Animated signs including, but not limited to, commercial pennants, propellers, inflatable figures, and discs.
- F. Roof Signs. Any sign which extends above any parapet or roof line or is placed upon any roof surface. This section does not apply to displays erected in connection with the observation of holidays.
- G. Billboards. Any billboards or signs of similar size.
- H. Portable Signs. Signs that are not permanently affixed to a building or structure or the ground, including signs displayed on a stationary vehicle. This prohibition shall not apply to authorized temporary signs as specified in Section 13.7.
- I. Simulated traffic signs or any sign which may be confused with or obstruct the view of any authorized traffic sign or signal.
- J. Signs that obstruct the visibility at intersections and/or entrances or block any door, fire escape, stairway, or any opening intended for light, air, or access to any building.
- K. No sign shall be placed on or within the public right-of-way, excluding those placed by an authorized public agency.

### 13.5. Exempt Signs.

The following signs are exempt from regulation under this Article except for those regulations contained in Section 13.4:

- A. Government Signs. Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and informational signs, and traffic, directional, or regulatory signs.

- B. Danger, aviation, railroad, bridge, Red Cross, and other signs as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the 1950 Code of Virginia, as amended.
- C. Hunting, Fishing, or Trespassing Signs. Erected solely as a warning or notice. Such signs shall not exceed an area of 1.5 square feet and shall not be illuminated.
- D. Informational Signs. Signs identifying or locating a town, planned community, hospital, community center, public building or historic place situated in the Town of Round Hill, and signs identifying or locating a school, college, church, or similar place of worship, service club, Chamber of Commerce, or similar public or quasi-public activity for religious, civic, educational or cultural purposes. Such signs shall not exceed an area of 6 square feet, shall not be illuminated, shall contain no advertising matter, and shall be set back a minimum of 5 feet from the public right-of-way. Nothing contained herein shall be construed to limit the scope of regulations applicable to government signs or historical markers.
- E. Official signs of a non-commercial nature erected by public utilities.
- F. Church Bulletin Boards. Located on the church property and not exceeding 20 square feet in total area.
- G. Name Signs upon Residential Property. Displaying the name and/or address of the owner, lessee or occupant of the premises. Two such signs shall be permitted for each dwelling, parcel or property. Such signs shall not exceed an area of 2 square feet each and shall contain no advertising matter.

### 13.6 Permitted Signs.

Signs described or otherwise provided for below shall be permitted and shall be subject to all regulations set forth in each case as well as all other regulations in this Ordinance. No other signs shall be permitted.

- A. Residential Districts: Signs in residential districts for allowed accessory uses must be either Wall, Projecting, or Pole sign types. Any such sign shall not exceed 4 square feet and shall be set back a minimum of 5 feet from the public right-of-way. Pole signs shall not exceed six (6) feet in height.
- B. Agricultural District: Signs in the agricultural district must be either Wall, Projecting or Pole sign types.
  - 1. Farm Signs. Erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, or services sold, produced, manufactured or furnished on such farm. Only two such signs shall be located upon one farm property. Such signs on any one property shall not exceed a total area of 15 square feet and they shall be set back a minimum of 10 feet from the public right-of-way.

C. Business Districts: Signs in business districts may be any of the permitted sign types, however a Monument sign or a pole sign that exceeds six (6) feet in height shall only be permitted if approved in conjunction with a Special Exception application or a use in the PD-CC zoning district. Signs in business districts shall be of the following nature:

1. Store Window Signs. Signs or displays on or within store windows relating to the business conducted within, or to civic, religious, cultural, educational or charitable activities. Signs within buildings do not count toward the aggregate area of signs permitted.
2. Business Signs that advertise only goods or services offered on the premises subject to the following regulations. This subsection shall not apply to Automobile Service and Gasoline Stations which are regulated by Section 13.10.

In any business district there shall be permitted on any one parcel 2 signs with respect to any one business use, no one of which shall exceed an area of 10 square feet in the B-1 district, 20 square feet in the B-2 district, and 30 square feet in the B-3 district, and the aggregate area of which shall not exceed 20 square feet in the B-1 district, 30 square feet in the B-2 district, or 45 square feet in the B-3 district provided they are set back from the public right-of-way a minimum of 5 feet in the B-1 district or 10 feet in the B-2 and B-3 districts. One sign not to exceed 40 square feet shall be permitted for defining a shopping center or commercial development in addition to the signs permitted above. Such signs shall be set back a minimum of 10 feet from the public right-of-way.

D. Industrial Districts: Signs in industrial districts may be any of the permitted sign types.

1. One (1) freestanding sign may be erected at each entrance to an industrial property. Such sign shall identify the name of the industrial development. No such sign shall exceed twenty-five (25) square feet in area or be located closer than ten (10) feet to any property line.
2. In the case of a detached multi-building development one (1) sign per building may be erected or one (1) attached sign per tenant may be erected. In either case, the total combined sign area shall not exceed twenty-five (25) square feet.
3. Illumination of signs is not permitted other than during normal working hours except for main entrance signs.

### 13.7 Temporary Signs

Temporary signs that conform to the following provisions do not require a sign permit and must be removed within three (3) days after the completion of the temporary event associated with the

temporary sign or at the discretion of the Zoning Administrator. Temporary signs may not be illuminated.

- A. Construction Signs. Erected and maintained on the site of a structure during the period of construction to announce the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer. Only one sign shall be allowed upon each site for each contractor or subcontractor. Such signs shall not exceed an area of 15 square feet and shall be set back a minimum of 10 feet from the public right of way except in the case where the structure is within 10 feet of the public right of way which shall then require the sign to be set back a minimum of 5 feet from the public right of way.
- B. Real Estate Signs. Signs offering for sale or lease the land and/or structures on the land on which the sign is placed. Only one such sign shall be permitted upon any parcel of less than 5 acres. For a parcel in excess of 5 acres two such signs shall be permitted. In all residential zones the area of such signs shall not exceed 4 square feet each. Such signs shall be set back at least 5 feet from the public right-of-way line. In all Business and Industrial zones, the area of such signs shall not exceed 15 square feet each. Such signs shall be set back at least 5 feet from the public right-of-way.
- C. Temporary signs or banners of any political party or announcing the candidacy of any individual for any nomination or office, not exceeding four (4) square feet in area.
- D. Temporary signs and banners advertising only the name, date, time, and place of any bona fide fair, carnival, festival, bazaar, horse show, or similar event within the Town, when conducted by a public agency or for the benefit of any civic, fraternal, religious, or charitable cause; provided that no such sign shall be displayed in any residential district except on the immediate site of the event to which it pertains; and provided further that all such signs shall be erected not more than thirty (30) days prior to the event. Signs displayed over public right-of-ways shall require Town Council approval. Individual signs shall not exceed thirty-two (32) square feet.
- E. Yard sale and auction signs
- F. Other Temporary Signs may be allowed at the discretion of the Zoning Administrator.

### 13.8 Permitted Sign Types

The following types of signs are permitted subject to all other applicable provisions of this Article:

- A. Monument Sign – ground mounted signs not supported by poles
  - 1. No parcel shall have more than one monument sign.

2. The maximum height of such sign shall not exceed 10 feet, measured from ground level.
  3. Monument signs shall be permitted only on parcels with 100 feet or more of street frontage.
- B. Wall Sign – signs attached parallel to the structure located on the property
1. No wall sign shall project more than 12 inches from the building wall.
  2. No wall sign shall cover, cross, or otherwise hide columns or other architectural features, including balconies.
- C. Projecting Sign – signs attached perpendicular to the structure located on the property
1. Projecting signs shall project 90 degrees from face of the building.
  2. The bottom edge of any projecting sign shall be a minimum of 10 feet above the finished grade level.
  3. Projecting signs shall not exceed 14 feet in height measured from the finished grade level.
  4. Projecting signs shall not extend more than 5 feet from the building wall and in no case shall extend closer than 2 feet to the vertical plane at the public right-of-way.
- D. Awning, Canopy and Marquee Signs
1. Awning, canopy and marquee signs shall be located parallel to the face of the building and shall not project above or below the face of the awning, canopy or marquee.
  2. Awning, canopy and marquee signs shall not extend closer than 2 feet to the vertical plane at the public right-of-way.
  3. Awning, canopy and marquee signs shall not interfere with either pedestrian or vehicular traffic.
- E. Pole Signs – ground mounted signs by means of one or more freestanding poles
1. The maximum height shall not exceed fourteen (14) feet or the bottom sill of any second story window on the property, whichever is lowest.

### 13.9. Signs – Area Computation

The area of any sign permitted under this ordinance is determined by measuring the entire face of the sign including any wall work incidental to its decoration but excluding supports.

- A. The area of any open sign made up of individual letter or figures shall include the space between such letters or figures.

- B. Whenever one sign contains lettering or other advertising information on both sides, one side only shall be used in computing the square footage area of the sign.
- C. Hanging signs attached to another sign are permitted. The square footage area of such signs shall be computed to be the total square footage of all the signs, including the area of open space between each sign.

### 13.10 Special Regulations for Automobile Service and Gasoline Stations

Automobile service and gasoline stations shall comply with all applicable sign regulations within this Article and the following special regulations:

- A. Changeable fuel price signs. No freestanding fuel price signs are permitted. Monument signs may include changeable fuel price signs indicating the current price of fuel dispensed on the property, provided the fuel price sign is erected as an integral part of the monument sign. The area of the fuel price sign shall be included in determining the sign area for the business. No monument sign shall exceed twenty (20) square feet in area, including any changeable fuel price components.
- B. Gas pump signs. Each gas pump shall be permitted a total of one (1) square foot of sign area to identify the product dispensed.
- C. Canopy signs. The faces of all canopies are considered to be signs. Canopy signs shall be permitted with signage comprised of a single reference to the name of the service station and/or logo, up to a maximum of twelve (12) square feet of lettering or logo per side of the canopy that can be viewed from the public right-of-way. The area of the lettering or logo shall be included in the aggregate sign area for all signs for the business. Canopy signs shall not be illuminated.
- D. Full or self service signs. A total of eight (8) square feet per pump island, identifying it as either "self-service" or "full-service". These signs shall be attached to the supports of the canopy and shall not count against the aggregate sign area for the business.
- E. State inspection sign: one (1) state inspection sign, not to exceed four (4) square feet may be attached to the building.
- F. Emission control inspection sign: one (1) emission control inspection sign, not to exceed four (4) square feet may be attached to the building.
- G. The aggregate limit for all signs is 60 square feet.

### 13.11 Special Sign Regulations for Guest Lodging Facilities

Guest Lodging Facilities shall comply with all applicable sign regulations within this Article and the following special regulations:

1. Accessory Homestay Signage: There shall be no evidence on the exterior of the premises or visible from the exterior of the premises that the property is used in any way other than for a dwelling. No advertisements or signage is permitted for the Accessory Homestay on the building or on any accessory structure or on the premises. There shall be no outside display, storage or sale of merchandise or equipment.
2. All other Guest Lodging Facilities: Permitted Signage shall be subdued in color and use of stone or wood shall be used in its construction. Permitted Signage shall be externally illuminated per Section 13.12.
3. See Below Chart for Size & Number of Signs:

<b><u>Bed &amp; Breakfast in a Residential District</u></b>	One (1) externally illuminated monument sign, not to exceed ten (10) square feet, is permitted or one (1) externally illuminated wall sign is permitted, each not to exceed ten (10) square feet. Said sign shall be located no closer than five (5) feet from the street line unless attached to the principal building or to a fence. Illumination shall be prohibited after 11 PM.
<b><u>Bed &amp; Breakfast in a Commercial District</u></b>	One (1) externally illuminated monument sign, not to exceed ten (10) square feet, is permitted and one (1) externally illuminated wall sign is permitted, each not to exceed ten (10) square feet.
<b><u>Boutique Hotel</u></b>	Two (2) monument signs, each not to exceed fifty (50) square feet, is permitted. Two (2) wall signs are permitted, each not to exceed fifty (50) square feet.

### 13.12 Special Sign Regulations for Nursing Homes and Assisted Living Facilities:

Two (2) monument signs, each not to exceed fifty (50) square feet, are permitted. Two (2) wall signs are permitted, each not to exceed fifty (50) square feet. The Zoning Administrator can approve a modification to the size and number of signs. Permitted Signage shall be externally illuminated per Section 13.13.

### 13.13 External Illumination Standards:

The following are approved types of external illumination sources for signage:

- a. Gooseneck Lighting
- b. Spot or Ground External Lighting
- c. Direct Lighting



### 13.14 Non-Conforming Signs

Any sign which was lawfully in existence on the date of enactment of this Ordinance that does not conform to the provisions of this Ordinance shall be deemed a non-conforming sign, and may remain and be maintained as provided herein. No non-conforming sign shall be relocated, enlarged, extended or altered in any manner, except that a sign face may be changed so long as the new face is equal to or reduced in size with respect to its height, sign area, and/or projection.

Non-conforming signs may remain, provided they are kept in good repair, except for the following:

- A. A non-conforming sign which is damaged or destroyed by acts of God or negligence of others, not including the owner of the sign, may be repaired so long as it is returned to its original state and the non-conformity is not increased.
- B. A non-conforming sign shall be removed if the structure or use to which it is accessory is destroyed or demolished and is not re-built, or if the use is discontinued for a period of two years.

### 13.15 Removal of Signs

Whenever, in the opinion of the Zoning Administrator, a sign becomes structurally unsafe or endangers the safety of a structure or the public, or is erected or maintained in violation of this Ordinance, the Zoning Administrator shall order such sign, or portion thereof, to be made safe or comply with the Ordinance, as the case may be, or be removed. Such order shall be sent by registered or certified mail and shall be complied with within 10 days from the date of mailing said order. Failure to comply shall constitute grounds for the Zoning Administrator to have the sign removed, and the cost thereof shall be added to any fine imposed for violation under this Ordinance.

**This article was amended March 7, 2019**